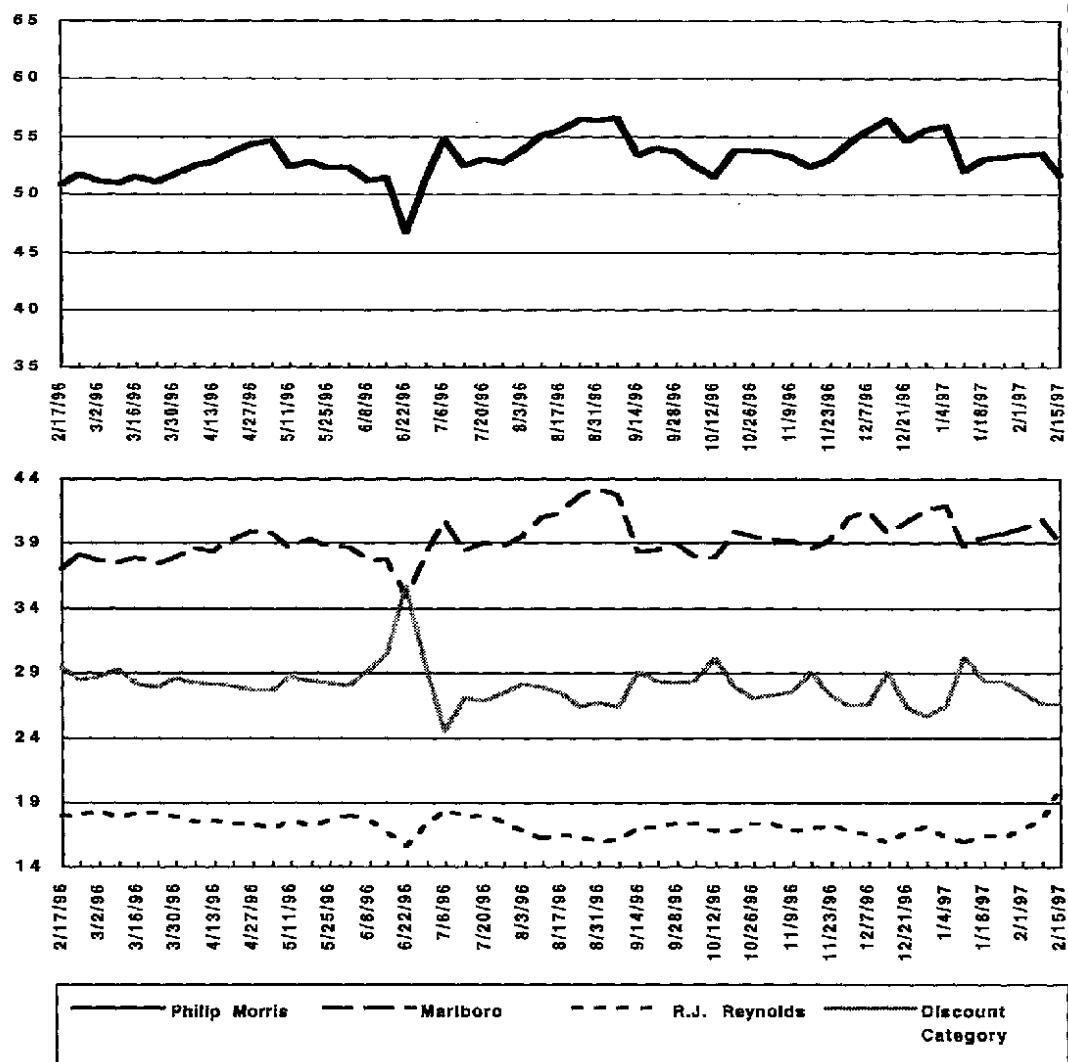


SUPER AMERICA THROUGH W/E 2/15/97



| | 26 WK | 13 WK | FY '96 | YTD '97 | DIFF |
|----------------|-------|-------|--------|---------|-------|
| Philip Morris | 54.06 | 54.06 | 52.94 | 53.27 | -0.32 |
| Marlboro | 40.04 | 40.25 | 38.96 | 39.93 | -0.96 |
| OPB | 7.19 | 7.17 | 7.23 | 7.03 | 0.2 |
| Basic | 5.37 | 5.2 | 5.19 | 4.89 | 0.31 |
| R. J. Reynolds | 16.85 | 16.89 | 17.24 | 17.09 | 0.15 |
| Camel | 5.66 | 5.77 | 5.51 | 5.91 | -0.4 |
| Winston | 3.89 | 3.93 | 3.99 | 4.09 | -0.1 |
| Doral | 2.24 | 2.21 | 2.36 | 2.21 | 0.15 |
| B&W | 8.17 | 7.96 | 8.47 | 8.02 | 0.45 |
| GPC | 1.25 | 1.14 | 1.22 | 1.29 | -0.07 |
| Lorillard | 5.85 | 5.85 | 5.82 | 5.79 | 0.03 |
| Newport | 4.16 | 4.18 | 4.09 | 4.14 | -0.06 |
| Liggett Group | 14.99 | 15.1 | 15.48 | 15.69 | -0.21 |
| Premium | 72.42 | 72.67 | 71.83 | 72.29 | -0.45 |
| Private Label | 15.12 | 15.23 | 15.63 | 15.82 | -0.18 |
| Avg Ind CPW | 255.9 | 248.2 | 256.4 | 248.4 | 8.03 |
| Avg PM CPW | 138.3 | 134.2 | 135.8 | 132.3 | 3.46 |
| Avg Marl CPW | 102.4 | 99.91 | 99.91 | 99.17 | 0.74 |
| # of Stores | 631 | 630 | 632 | 628 | 4 |

Source: STARS Store Level Database

2071843444